



STATE OF NEW JERSEY

Board of Public Utilities

Two Gateway Center

Newark, NJ 07102

www.bpu.state.nj.us

TELECOMMUNICATIONS

IN THE MATTER OF VERIFIED PETITION OF ASIA)
TALK TELECOM, INC. D/B/A HELLOCOM INC.)
FOR APPROVAL TO PROVIDE LOCAL EXCHANGE)
TELECOMMUNICATIONS SERVICES WITHIN)
THE STATE OF NEW JERSEY)

ORDER

DOCKET NO. TE05010063

(SERVICE LIST ATTACHED)

BY THE BOARD:

Pursuant to N.J.S.A. 48:2-1 et seq. and Section 253 of the federal Telecommunications Act of 1996, 47 U.S.C. §151 et seq., and by letter dated January 14, 2005, Asia Talk Telecom, Inc. d/b/a HelloCom Inc. ("Petitioner" or "Asia Talk") filed a verified Petition with the New Jersey Board of Public Utilities ("Board") requesting authority to provide resold and facilities-based Unbundled Network Elements Platform("UNE-P") local exchange and interexchange telecommunications services throughout the State of New Jersey.

Asia Talk is a privately held corporation organized under the laws of the State of California. Miao-Ho Chang, President and Michael Tu, Chief Executive Officer have 90% and 10% ownership interest in the company, respectively. Petitioner's principal offices are located at 17588 East Rowland Street, Suite A276, City of Industry, California 91748.

Petitioner has submitted copies of its Articles of Incorporation and Certificate of Amendment of Articles of Incorporation from the State of California and its New Jersey Certificate of Authority to Operate as a Foreign Corporation. According to the Petition, Asia Talk was formed to provide resold and facilities-based UNE-P local exchange and interexchange telecommunications services within the State of New Jersey. Petitioner states that it is authorized to provide resold local and/or interexchange telecommunications services in the State of California, New Jersey and Texas and that it is currently providing long distance service in California and Texas. Petitioner also states that it has filed a Resale Acknowledgement Letter to provide local exchange and interexchange services in New Jersey which was accepted for filing on August 6, 2004. Petitioner states that it has not been denied authority to provide telecommunications services nor has its authority been revoked in any jurisdiction and has not been the subject of any civil or criminal proceedings in any jurisdiction. Currently, Petitioner is not providing telecommunications services in New Jersey and it

has not yet commenced negotiations for an interconnection agreement with any Incumbent Local Exchange Carrier ("ILEC").

Petitioner seeks authority to provide resold and facilities-based UNE-P local exchange and interexchange telecommunications services to both residential and business customers in the State of New Jersey. Petitioner states that initially it will resell and/or provide Local Exchange Services ("LES") utilizing Unbundled Network Elements ("UNE") to its end user customers and as market conditions warrant, it may augment its service offerings to include some facilities-based services. Petitioner states that it will combine switchless resale, leasing of local loops in conjunction with company owned switching, and/or purchasing UNE from Verizon – New Jersey. Petitioner plans to provide basic telephone exchange, data, internet, digital subscriber line, access, call waiting and forwarding, speed dialing, distinctive ringing, three-way calling, operator services like 911 and 911E, directory listing, third party calling arrangement, local calling and per use services such as call return and redial services to both residential and business customers throughout New Jersey. Petitioner states that it has no current plans to install facilities in the State of New Jersey for the provision of LES and that if it decides to install such facilities in the future, it will probably use a similar configuration of equipment as used by the ILEC. Petitioner maintains a toll-free number for customer service inquiries and will file a proposed tariff with the Board.

Petitioner requests a waiver of N.J.S.A. 48:3-7.8 and N.J.A.C. 14:1-4.3, which requires that books and records be kept within the State of New Jersey and be maintained in accordance with the Uniform System of Accounts ("USOA"), respectively. In the interest of efficiency and to prevent undue burden, Petitioner requests permission to maintain its books and records in accordance with Generally Accepted Accounting Principles and to keep all books, records, documents and other writings incident to the conduct of Petitioner's business in the State of New Jersey at Petitioner's corporate office located at City of Industry, California. Petitioner also states, upon written notice from the Board and/or Board Staff, it will provide its books and records at such time and place within New Jersey as the Board may designate and will pay any reasonable expenses for examination of the records.

Petitioner asserts that approval of its Petition will further the public interest by expanding the availability of competitive telecommunications services in the State of New Jersey. Petitioner also asserts that approval of this Petition will provide New Jersey customers with access to new technologies and service choices and will permit customers to achieve increased efficiencies and cost savings.

With regard to its technical and managerial qualifications, Asia Talk states that it possesses the technical capability and managerial qualifications to operate and manage its telecommunications operations in the State of New Jersey. Petitioner has submitted the professional biographies of its key personnel who, according to Asia Talk, are well qualified to execute its business plans and have extensive managerial and technical experience in the telecommunications industry.

DISCUSSION

On February 8, 1996, the federal Telecommunications Act of 1996, P.L. 104-104, 110 Stat. 56, codified in scattered sections of 47 U.S.C. §151 et seq., was signed into law, removing barriers to competition by providing that:

[n]o State or local statute or regulation, or other State or local legal requirement, may prohibit or have the effect of prohibiting the ability of any entity to provide any interstate or intrastate telecommunications service.

[47 U.S.C. §253(a)].

Therefore, Board approval of Petitioner's entry into the telecommunications marketplace is required, assuming Petitioner is in compliance with the Board's filing requirements to provide telecommunications services in New Jersey.

In considering this Petition, the Board recognizes its obligation not to prohibit entry into intrastate telecommunications markets. 47 U.S.C. §253(a). The Board also considers the New Jersey State Legislature's declaration that it is the policy of the State to provide diversity in the supply of telecommunications services and the Legislature's findings that "competition will promote efficiency, reduce regulatory delay, and foster productivity and innovation" and "produce a wider selection of services at competitive market-based prices." N.J.S.A. 48:2-21.16(a)(4); N.J.S.A. 48:2-21.16(b)(1) and (3).

Therefore, having reviewed Asia Talk's Petition and the information supplied in support thereof, the Board FINDS that the Petitioner is in compliance with the Board's filing requirements to provide telecommunications services in New Jersey. Accordingly, the Board HEREBY AUTHORIZES the Petitioner to provide local exchange telecommunications services throughout New Jersey. The Board also FINDS that in accordance with N.J.S.A. 48:2-59 and 48:2-60 and N.J.S.A. 52:27E-61 and 52:27E-62, the Petitioner is subject to an annual assessment by both the Board and Division of Ratepayer Advocate, respectively. The Board notes that the Petitioner will not be permitted to provide telecommunications services until a tariff is filed with the Board.

The Board HEREBY ORDERS that:

- 1) Petitioner file its tariff with the Board.
- 2) Pursuant to N.J.S.A. 48:2-16(2)(b) and N.J.A.C. 14:3-6.3, Petitioner shall file an annual report as of December 31 of each year, which is due on or before March 31 of the following year. Pursuant to N.J.S.A. 48:2-16.3, if Petitioner fails to file an annual report by the due date, Petitioner shall be subject to a penalty of \$5.00 for each day thereafter until such report is filed.
- 3) Pursuant to N.J.S.A. 48:2-59 and 48:2-60, Petitioner shall file a statement of gross intrastate revenues from operations form (AR3-1) as of December 31 of each year, which is due on or before June 1 of the following year.

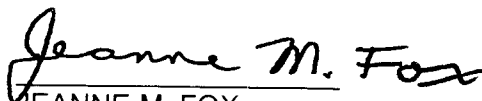
On or before February 1st of each year, the Petitioner will receive from the Division of Audits an annual report package and a statement of gross intrastate revenues from operations form for the preceding calendar year. The purpose of these documents is to report the Petitioner's financial information and gross intrastate revenues from operations as of December 31 of each year. The annual report and a statement of gross intrastate revenues from operations form are due on or before March 31 and June 1 of the following year, respectively. If Petitioner does not receive these documents, it is Petitioner's responsibility to obtain them from the Board. It is also the Petitioner's responsibility to ensure timely filing of these reports.

Regarding the Petitioner's request for waivers of the Board rules, the Board FINDS that the Petitioner has demonstrated good cause why the Board should grant relief from its requirements that the Petitioner maintain its books and records in accordance with USOA and within New Jersey. Therefore, subject to the Petitioner's continuing responsibility to provide the Board books and records upon 48 hours notice, and in the manner requested, and to pay to the Board any reasonable expenses or charges incurred by the Board for any investigation or examination of these books and records, the Board APPROVES the Petitioner's request for the exemptions from

maintaining its books and records in accordance with USOA and in New Jersey.

DATED: 2/23/05

BOARD OF PUBLIC UTILITIES
BY:


JEANNE M. FOX
PRESIDENT


FREDERICK F. BUTLER
COMMISSIONER


CONNIE O. HUGHES
COMMISSIONER


JACK ALTER
COMMISSIONER

ATTEST:


KRISTI IZZO
SECRETARY

IN THE MATTER OF VERIFIED PETITION OF ASIA TALK TELECOM, INC. D/B/A
HELLOCOM INC. FOR AUTHORITY TO PROVIDE LOCAL EXCHANGE
TELECOMMUNICATIONS SERVICES WITHIN
THE STATE OF NEW JERSEY

DOCKET NO. TE05010063

SERVICE LIST

1. **Petitioner's Contact Person:**

Michael Tu
Chief Executive Officer
Asia Talk Telecom, Inc. d/b/a
HelloCom Inc.
17588 East Rowland Street,
Suite A276
City of Industry, California 91748

4. **Ratepayer Advocate:**

Seema M. Singh, Esquire
Director and Ratepayer Advocate
Division of the Ratepayer Advocate
31 Clinton Street, 11th Floor
P. O. Box 46005
Newark, New Jersey 07101

2. **Petitioner's Attorney:**

Lance J. M. Steinhart, Esq.
Lance J. M. Steinhart, PC
Attorneys At Law
1720 Windward Concourse
Suite 250
Alpharetta, Georgia 30005

5. **Deputy Attorney General:**

Alex Moreau
Department of Law & Public Safety
Division of Law
124 Halsey Street, 5th Floor
P. O. Box 45029
Newark, New Jersey 07102

3. **Board's Staff:**

Walter P. Szymanski
Director, Division of Audits
Board of Public Utilities
Two Gateway Center
Newark, New Jersey 07102

6. **Board's Staff:**

Anthony Centrella
Director, Division of Telecommunications
Board of Public Utilities
Two Gateway Center
Newark, New Jersey 07102